

Informational Call for Notice of Funding Opportunity (NOFO) DP18-1809 High Obesity Program

Introduction

Welcome to the Division of Nutrition Physical Activity and Obesity (DNPAO) technical assistance call for applicants to CDC's Notice of Funding Opportunity CDC-RFA-DP18-1809, "High Obesity Program," the cooperative agreement also known as HOP.

My name is Claire Heiser. I am a Team Lead in the Program Development and Evaluation Branch in the Division of Nutrition, Physical Activity and Obesity in the CDC National Center for Chronic Disease Prevention and Health Promotion. I will be serving as your call moderator today.

The purpose of this call is to present an overview the Notice of Funding Opportunity otherwise known as a NOFO and then answer questions. The NOFO is available on www.grants.gov, and is announcement # DP18-1809. You can register on grants.gov to receive update notifications about this NOFO. This will be important if amendments occur. This announcement solicits applications from qualified applicants for the next competitive 5-year period of performance 2018 to 2023, pending availability of funds, for CDC's High Obesity Program.

Throughout this call, I will be referring to page numbers in the NOFO. If possible, follow along on the NOFO document with numbered pages. The DNPAO NOFO website address is posted in the chat box
<https://www.cdc.gov/nccdphp/dnpao/state-local-programs/fundingopp/2018/hop-1809.html>

Questions about the technical and programmatic aspects of this announcement can be answered by using the CDC contact information in the NOFO. Programmatic questions should be sent to the following e-mail address, HOP2018@cdc.gov. If technical difficulties are encountered at www.grants.gov, applicants should call or email the [Grants.Gov](http://www.grants.gov) Contact Center. Their contact information is found on page 30.

I will now provide an overview of today's agenda and introduce you to the people you will be hearing from today.

- Dr. Terry O'Toole, Chief for the DNPAO Program Development and Evaluation Branch in the Division of Nutrition, Physical Activity, and Obesity will provide a general overview of the NOFO, including the program strategies, expected outcomes, performance measures and evaluation requirements.
- I will then take us through the application components and review process and the award information. This includes the eligibility criteria, funding levels, application submission procedures, and the optional letter of intent. I will then lead us through the question and answer process, and close out today's call with final housekeeping details.

Ms. Keisha Thompson, Grants Management Specialist from the CDC Office of Grant Services is also joining us and she will answer any questions concerning budget or the award process.

We have structured the call to include time at the end in order to receive and answer some of your questions. Currently all lines are on mute. However, during the Q & A portion of the call, I will give you instructions on how to unmute your phone. You can also enter your question in the “Chat” box. I will give additional information about this when we get to this part of the call.

I will now turn it over to Dr. O’Toole, who will give us a general overview of the DNPAO and the HOP NOFO.

NOFO overview

Hello everyone. I’m Terry O’Toole, and on behalf of the Centers for Disease Control and Prevention, Division of Nutrition, Physical Activity and Obesity, I am very pleased to welcome all participants to this informational conference call. I would like to make a few comments, by way of background and context, for today’s call.

Poor nutrition and low levels of physical activity are significant risk factors for obesity and other chronic diseases such as type 2 diabetes, heart disease, stroke, hypertension, certain cancers, and depression. These diseases are too common, very costly, and more likely to affect certain population groups at higher rates such as those of lower socioeconomic status. Physical activity and adequate nutrition early in life supports healthy growth and brain development, and protects against life-threatening and chronic diseases. However, a large percentage of Americans are not meeting recommended national guidelines for nutrition and physical activity.

CDC’s Division of Nutrition, Physical Activity and Obesity (DNPAO) is at the forefront of protecting the health of Americans at every stage of life by encouraging regular physical activity and good nutrition. The DNPAO supports healthy eating, breastfeeding, active living, and obesity prevention by working with partners to create healthy communities, child care centers, hospitals, schools, and worksites as well as building capacity of Land Grant Universities Extension Services; state, local, territorial and tribal health departments; and national organizations.

This five-year program will fund land grant universities to leverage community extension services to implement evidence-based strategies that increase access to places that provide healthier foods, and safe and accessible places for physical activity in counties with an adult obesity rate of over 40%. Not more than one land grant university from an eligible state will receive funding to coordinate this program across the state in eligible counties.

I will now discuss more details about the HOP NOFO.

Program strategies, expected outcomes, performance measures and evaluation requirements

Applicants must propose work in both the nutrition and physical activity strategies. These strategies are found on page 6 of the NOFO.

Recipients will use county extension staff to directly engage the community to identify the activities that fit the needs of residents of each proposed county. The work will be conducted in the entire county or in specific communities within that county based on how to best address disparities in the proposed population and the level of county readiness.

Activities will take place at both the community level (i.e. setting-based) and the regional or county level (i.e. regional planning board, county commissioners, food policy council or food advisory committee) to effect larger system changes. Tailored communication activities should be included that supports each of the strategies. The activities should lead to sustainable changes that ultimately improve nutrition and physical activity behaviors so to reduce the prevalence of obesity, chronic disease and improve well-being.

It is critical that recipients collaborate with partners in implementing the strategies.

It is expected that recipients will leverage the resources of their partners to complete the work of the NOFO.

Regarding collaborations, CDC require recipients to collaborate and coordinate with other existing or future CDC-funded programs within the state to complement the work of other programs, as appropriate. A list of some of these programs is found on page 7.

In addition, recipients should collaborate with a variety of public and private partners from multiple sectors that are not funded by CDC in order to maximize resources, reach and impact. Examples of these partners are given on pages 7 and 8.

Applicants are encouraged to submit the following information regarding key collaborative partnerships that will support the work in this NOFO:

- A letter of support from the state health department
- A memorandum of agreement (MOA), letter of support, and/or tribal resolutions that clearly describe the partner level of participation and their anticipated contribution to overall program strategies and activities.

Concerning priority populations and health disparities: Applicants must identify specific populations within the counties where work will be implemented, how the selected activities will improve the health and reduce health disparities of those populations.

I will now discuss the evaluation and performance measurement strategy.

Evaluation and Performance Measurement Strategy

Recipients will be responsible for reporting on are the Intermediate and Long Term Outcomes, found in bold within the logic model on page 5 and in the Outcomes section on page 6. CDC will collect short-term performance measure data for short-term outcomes.

CDC's Evaluation and Performance Measurement Strategy,

Applicants must provide an evaluation and performance measurement plan that demonstrates how the recipient will fulfill the requirements described in the CDC Evaluation and Performance Measurement and Project Description sections of this NOFO. At a minimum, the plan must describe the listed elements on page 11 of the NOFO.

CDC will work with recipients to answer the evaluation questions based on program strategies and the logic model. The evaluation questions can be found on page 9.

The table on pages 10 and 11 provides the complete list of performance measures that recipients will be required to report for this NOFO. The applicant must demonstrate the ability to monitor program performance by establishing a performance measurement strategy.

CDC will work with recipients during the first six months to revise and finalize their evaluation plans and performance measures.

Next is the **Organizational Capacity of Recipients to Implement the Approach** section. Applicants must demonstrate their organizational capacity to execute the award effectively and efficiently. To ensure that recipients are able to execute CDC program requirements and meet period of performance outcomes, applicants should demonstrate established experience, skills, and organizational capacity sufficient to meet the requirements for this NOFO. More details about the minimum requirements are found on page 11.

The **Work Plan** section that begins on page 11 should describe how the applicant plans to implement all of the required strategies to achieve NOFO outcomes.

At a minimum, the detailed work plan for Year 1 of the award must include the items listed on page 11. The work plan should include activities to engage the counties and existing partnerships or coalitions, conduct or use existing community needs assessments in target counties, tailored activities for priority populations, and embedding specific communication activities that will support the NOFO strategies.

Applicants should submit a detailed work plan for Year 1 of the award and provide a general summary of work plan activities for Years 2-5 in narrative form. A sample work plan template is provided on page 12.

The **CDC's Monitoring and Accountability Approach** includes routine and ongoing communication between CDC and recipients through site visits, and recipient reporting. Consistent with applicable grants regulations and policies, CDC has several expectations regarding post-award monitoring for grants and cooperative agreements, and these are provided on page 12 and 13.

I will now turn the line over to **Ms. Claire Heiser** to review award information, eligibility criteria, and application submission procedures, including an optional Letter of Intent.

Award Information

Thank you, Dr. O'Toole.

Page 14 lists the Award Information including the Approximate Total Fiscal Year Funding, estimated Total Funding, Approximate Period of Performance, Expected Number of Awards, Approximate Average Award, Award Ceiling and Floor, the Estimated Award Date of 09/29/2018 and the Budget Period Length.

Throughout the period of performance, CDC will continue the award based on the availability of funds, the evidence of satisfactory progress by the recipient (as documented in required reports), and the determination that continued funding is in the best interest of the federal government.

Direct Assistance is not available through this NOFO. Cost Sharing or Matching is not required for this NOFO.

This funding is not intended for research or the provision of clinical care. A complete list of funding restrictions is found beginning on page 28.

The **Eligibility Information** begins on page 15. The eligibility for this NOFO is as follows: Land Grant Universities located in states with eligible A table of the eligible counties, defined as "counties with over 40% adult obesity rate" based on Behavioral Risk Factor Surveillance Systems Data (2015) is provided beginning on page 15.

Now on to the **Application Submission Procedures**

If you are interested in submitting an application, CDC recommends applicants submit a Letter of Intent, or LOI. The information to be included is found in the Letter of Intent section on pages 22 of the NOFO. The LOI must be emailed or postmarked by **June 7, 2018**. You may submit the LOI electronically to HOP2018@cdc.gov. Further instructions for mailing the LOI and is provided on page 20. Electronic submission is preferred.

Applicants may access the application package at www.grants.gov. Further guidance is provided on page 20 of the NOFO.

Application packages are due on July 9, 2018, 11:59 p.m. U.S. Eastern Daylight Saving Time, on www.grants.gov.

Please remember that an organization must be registered before it can submit an application for funding at www.grants.gov. Further information about registration requirements is found on pages 18 and 19.

I will now discuss the **application components and review process**. This is an overview so please closely review and respond to all of Part 2, Section D, Application and Submission Information beginning on page 18. This will ensure that you submit a complete and eligible application.

Let's review the **Application Components** which beginning with the Table of Contents, on page 22 of the NOFO. The applicant must provide a detailed **table of contents** for the entire submission package that includes all of the documents in the application and headings in the "Project Narrative" section. The table of contents is not included in the project narrative page limit and must be submitted as a separate attachment.

The **project abstract** is included on the mandatory documents list and must be entered in the "Project Abstract Summary" text box in grants.gov.

The **project narrative** is a maximum of 20 pages, single spaced, 12 point font, 1-inch margins, with pages all numbered. The project narrative includes the work plan. For the work plan only, it is acceptable to use 10 point font and narrow the margins. Content beyond the 20 page limit will not be reviewed. Most of what applicants need to develop a project narrative is provided in Part 2, A, Funding Opportunity Description section. Additional information about requirements of the program narrative can be found on page 31.

The **evaluation and performance management plan** Applicants must provide an evaluation and performance measurement plan that demonstrates how the recipient will fulfill the requirements described in the CDC Evaluation and Performance Measurement and Project Description sections of this NOFO. Minimum requirements for the plan are provided in this section.

The **organizational capacity of applicants to implement the approach** requirements are detailed in the CDC project description on pages 11. In addition, page 32 provides additional information on content to include in this section including project management and staffing, and implementation readiness.

The **budget narrative** must be reasonable and consistent with work associated with the project narrative. Requested award amount should align with the size of targeted populations in the eligible county or counties to be served.

CDC recommends applicants budget for the following:

- At least 40% of the proposed total annual budget to support the local extension office(s) for the proposed community work.
- A minimum of 10% of the annual award to support evaluation activities.
- Budget for five staff to participate for up to five days in a recipient training meeting in Atlanta in the first budget year.
- Budget for up to two evaluation staff to participate for up to two days in an evaluation training scheduled in Atlanta in the fall of the first budget year.

Again, please make sure to closely review and respond to all of Part 2, Section D, Application and Submission Information which begins on page 18.

Carefully follow the application mandatory and optional documents guidance on page 41 and 42. All documents must be in PDF format.

The naming of files is an important application submission detail and you are encouraged to following our suggestions because this will greatly assist us in staying organized and not misplacing any files.

Successful applicants will receive an electronic copy of the Notice of Award (NOA) from the CDC Office of Grants Services (OGS) by September 29, 2018.

Q & As

I will now read some of the Q and As we have already received.

Q. We understand how the counties with an adult obesity prevalence of more than 40% were determined, however can we propose another analysis that will show additional eligible counties?

A. The analysis used to identify the eligible counties listed in the NOFO is the only acceptable analysis. CDC will not accept other analysis which may show additional eligible counties.

Q. I noticed that there aren't 2 different tracks this year (Community versus ECE). Is it still allowable to focus some of the community work within the ECE environments for this new round of funding? We would like to do a community and ECE hybrid.

A. Your proposed community and ECE hybrid concept is acceptable.

Q. In reference to the physical activity strategy: Is it acceptable to include work to improve "everyday destinations"? For example, if the community assessment identifies improvements to a park, ECE or playground as a priority, can this work under this NOFO?

A. This work is acceptable but must be clearly defined as to how it will accomplish the strategy.

Q & A Session

We are now at part of the call when we will take questions from the listeners. If you have a question, you can unmute by dialing *6 on your phone and ask your question. You can also post your question in the chat box.

All of the questions and answers from today's call will be posted on FAQ section of the NOFO's web page within the next week. If we are not able to answer your question on today's call, we will post the answer in the NOFO web page. In the event you do not have the opportunity to ask your question on today's call, you may submit it to HOP2018@cdc.gov. We will post responses on the web page on a weekly basis so you should check the web site frequently for new questions and answers.

Thank you for your questions. We've reached the conclusion of our scheduled time. Please submit your questions to HOP2018@cdc.gov. Remember to go to the NOFO web page to submit questions and check for answers to your questions. If you have already submitted questions, the response will be posted soon. That includes all questions asked during this call. All responses will be posted weekly on the CDC Web site.

We at CDC's Division of Nutrition, Physical Activity, and Obesity thank you for your interest in the High Obesity Program Notice of Funding Opportunity, and we thank you for participating in today's informational call. Have a great rest of your day.